ABSTRACT OF THE DISCLOSURE

An ultraviolet crosslinking pressure-sensitive adhesive composition showing good pressure-sensitive adhesive characteristics is obtained by using a block copolymer of styrenic polymer component and acrylic polymer component. The pressure-sensitive adhesive composition is produced by conducting living radical polymerization of styrenic monomer and acrylic monomer in a proper order in the presence of a transition metal and its ligand using a polymerization initiator to obtain a block copolymer (a) wherein at least one styrenic polymer block A and at least one acrylic polymer block B are bound to each other and mixing it with a trichloromethyl group-containing triazine derivative (b) or, alternatively, to obtain a block copolymer (a) which contains carboxyl precursor groups in the acrylic polymer block B, and converting the precursor groups to carboxyl groups, before or after mixing with the component (b), by heat-treating in the presence of an acid catalyst.